# FABIOLA EINHORN 🦄
# SENIOR UX DESIGNER & RESEARCHER

*hello@fabiolaeinhorn.com*
*+49 1515 611 1685*
*Available remotely & on-site in Berlin*

## LEADERSHIP

design language systems leader

excellent collaborator

empathetic & empowered mentorship

thought leadership across the entire design process

excellent trained eye

asking the right research questions and leading large research initiatives

## AWARDS & MORE

Co-author of neuroscience research paper - SoundSelf vs. Sham (guided meditation VR) using Quantitative EEG, Altered States, and Mood / Presentation - principles of sense augmentation at Interaction19 and SXSW / panelist at 'designing for our bodies' & interviewer of Stelarc @ bodyhacking conference / designmind article bodyhacking: designing for new senses / jury at the techsage competition / Awarded best in Klas for athenaTelehealth.

## DESIGN

expert in figma
expert in confluence
illustrator
photoshop
premiere
after effects
office suite
keynote
rhino

## DEVELOPMENT

arduino
processing
html/css
wordpress
openframeworks

## GENERAL

fluent in English & Swedish, intermediate in German & Spanish

excellent written & verbal communication

great attention to detail

relentless prioritization

fantastic at pattern recognition

brings an international perspective

### CREATIVITY COACH & DESIGN CONSULTING AT EINHORN CREATIVE LLC

*November 2022 - Present*

As a UX consultant, coach and expert facilitator, Fabiola helps create design language systems and advises on inclusive and accessible design principles. She also hosts workshops and works with clients 1-1 to maximize people's creative and leadership potential.

### LEAD INTERACTION DESIGNER AT ATHEAHEALTH

*September 2018 - August 2022*

Leader, mentor and designer of the company wide patient design language system Spark. Responsible for the day to day design of several scrum teams developing our consumer health platforms that half the US nation uses on a daily basis. Leading user centered research initiatives and translating findings into tangible products that help users better communicate with their healthcare providers.

### INTERACTION DESIGNER II AT FROG DESIGN

*September 2015 - August 2018*

Although well rounded, her practice at frog has been focused on design research, turning insights into concepts via beautiful presentations, assets and design implementation. Solving worldwide complex design problems, learning from the best visual and UX designers for clients such as IBM, Pfizer, Merk and more.

### 3D MODELING AT FRANCIS BITONTI STUDIO

*September 2014 - January 2015*

Helped develop 3D renderings of jewelry using Maya, rhinocerus and grasshopper. Learnt about additive manufacturing techniques, computational design and materials in regards to 3D sculpting on the body.

### ART DIRECTOR AT BOOK & TABLE

*September 2013 - May 2014*

An online tutoring platform with mastery based learning and core design values. responsible for branding, UX design and every other project needing art direction. Lead the design team through execution and mentored junior designers.

### RESEARCH ASSISTANT AT PARSONS THE NEW SCHOOL FOR DESIGN

*September 2013 - January 2014*

Assisting with research, documentation and various media with the aim of developing an arts therapy toolkit. The Arts For Survival Toolkit is a New School collaboratory Innovation grant initiative with The Polaris Project, an advocacy group for human trafficking survivors.

### JUNIOR PLANNER AT STRAWBERRYFROG

*July 2012 - May 2013*

Generated brand voice positioning, editorial executions, consumer research, and analytical reports for various clients. Identified critical cultural insights, social platforms and leveraged them to build greater brand affinity. Helped create new business presentations and identify opportunities for growth. Managed social media strategies for European Wax Center and strawberryfrog.

---

### PARSONS THE NEW SCHOOL FOR DESIGN, NEW YORK, NY

*August 2013 - May 2015*

Masters of fine Arts in Design and Technology, GPA 3.8. Focus on HCI, usability, and design principles.

### ACADEMY OF ART UNIVERSITY, SAN FRANCISCO, CA

*January 2009 - May 2012*

Bachelor of fine Arts in Advertising emphasizing on Strategic planning and Creative Thinking, GPA 3.5.

### BERGHS SCHOOL OF COMMUNICATIONS, STOCKHOLM, SWEDEN

*August 2007 - December 2007*

Berghs Bachelor Program. Learnt graphic design, adobe programs, media history.